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**CRITICAL SUCCESS FACTORS FOR THE
E-COMMERCE AND M-COMMERCE
APPLICATIONS IN SRI LANKA MARKET.**

by

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This research dissertation was submitted to the Department of Management of Technology of the University of Moratuwa in partial fulfillment of the requirements for the Degree of Master of Business Administration in Management of Technology.

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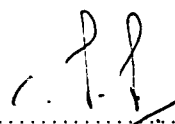
DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and behalf, it contains no material previously published or written by another person nor material which, to substantial extent, has been accepted for the award of any other academic qualification of a university or other institute of higher learning except where an acknowledgement is made.



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ABSTRACT

Information and Communication technology has changed the lifestyle and the way we perform our day-to-day work. These technologies have enabled the Internet and Mobile communication technologies to provide convenient and reliable mechanisms to perform day-to-day activities of human beings.

e-commerce or in layman's language "performing business activities using Internet", is one such mechanism which has brought in convenience, efficiency and time saving to the business world and the general public.

m-commerce or in layman's language "performing business activities while on move" (some people argue this as an extension of e-commerce) uses mobile telecommunication technologies in order to maintain mobility.



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Both these technologies evolved in the developed countries in the last decade and have been growing at a rapid pace. Developed countries also adopted these technologies and in the area of m-commerce some Asian countries are ahead of Europe and United States. Due to number of reasons these technologies has become an integral part of the business world and there is no choice for business organizations. In order to be competitive in the business world, organizations have to seriously consider them and adopt such technologies whenever appropriate and applicable.

There are few specific reasons, which prompt rethinking of business models and strategies of the traditional businesses when it comes to e-commerce or m-commerce.

- e-commerce and m-commerce are purely technology based business concepts. Any technology is associated with its own strengths and weaknesses. Business managers should be well aware of weaknesses and strengths of the underlying technologies in order to derive a successful business model.
- These two are new technologies and concepts hence the user expectations and behaviors towards the technology are very important to develop a successful business model.
- There are some environmental and social factors, which influence these technologies. The business managers should be aware of them.

This study will focus on identifying Critical Success Factors related to different areas and will analyze and compile them in order to derive and propose a suitable business model for the success of e-commerce in the Sri Lanka market. This proposed model and the differences of e-commerce and m-commerce would be used to derive and propose a business model for m-commerce.

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